

What is claimed is:

1. A method comprising:  
providing an offer, via an interface at a vending machine, for a benefit in  
5 exchange for an email address;  
receiving, via the interface at the vending machine, an email address; and  
after receiving the email address, transmitting a promotional message to the  
received email address, in which the promotional message includes  
a code that is redeemable for a benefit at the vending machine.  
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2. The method of claim 1, in which receiving, via an interface at a vending  
machine, an email address comprises:  
receiving a plurality of email addresses via the interface at the vending  
machine.  
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3. The method of claim 1, further comprising:  
validating the received email addresses.
4. A method comprising:  
20 providing an offer, via an interface at a vending machine, for a benefit in  
exchange for an email address;  
receiving, via the interface at the vending machine, an email address; and  
after receiving the email address, transmitting a promotional message to the  
received email address, in which the promotional message includes  
25 a message promoting the vending machine.
5. The method of claim 4, in which receiving, via an interface at a vending  
machine, an email address comprises:  
receiving a plurality of email addresses via the interface at the vending  
30 machine.

6. The method of claim 4, further comprising:  
validating the received email addresses.
7. A method comprising:  
5 receiving a set of email addresses;  
identifying at least one vending machine to be associated with the set of  
email addresses;  
determining at least one rule defining restrictions on when a message may  
be sent to at least one of the email addresses; and  
10 sending a message via email transmission to each of the set of email  
addresses in compliance with the restrictions on when a message may be sent,  
in which the message includes content that promotes the vending  
machine.
- 15 8. The method of claim 7, in which sending a message via email transmission  
to each of the set of email addresses comprises:  
sending the message to a predetermined address;  
determining whether approval has been received; and  
sending a message via email transmission to each of the set of email  
20 addresses only if approval has been received.
9. The method of claim 7, further comprising:  
receiving data representing a preference of a customer;  
determining an email address from the set of email addresses that  
25 corresponds to the customer;  
determining a second message according to the preference; and  
sending the second message via email transmission the email address that  
corresponds to the customer.
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10. The method of claim 7, further comprising:  
generating a promotion for the vending machine; and  
in which the step of sending a message comprises:  
accessing a database of consumer preferences;  
5 determining, from the database, a set of recipients that have  
preferences corresponding to the promotion; and  
determining a respective email address for each of the set of  
recipients; and  
sending a message via email transmission to each of the respective  
10 email addresses, in which the message indicates the promotion.
11. The method of claim 10, in which generating a promotion for the vending  
machine comprises:  
generating a promotion for the vending machine based on at least one  
15 revenue management factor.

**ABSTRACT**

According to an embodiment, a device provides an offer, via an interface at a vending machine, for a benefit in exchange for an email address. An email  
5 address is received via the interface. After receiving the email address, a promotional message is transmitted to the received email address.

According to an embodiment, a device receives a set of email addresses; and identifies at least one vending machine to be associated with the set of email addresses. At least one rule is determined, and the rule defines restrictions on  
10 when a message may be sent to at least one of the email addresses. A message is sent via email transmission to each of the set of email addresses in compliance with the restrictions on when a message may be sent.